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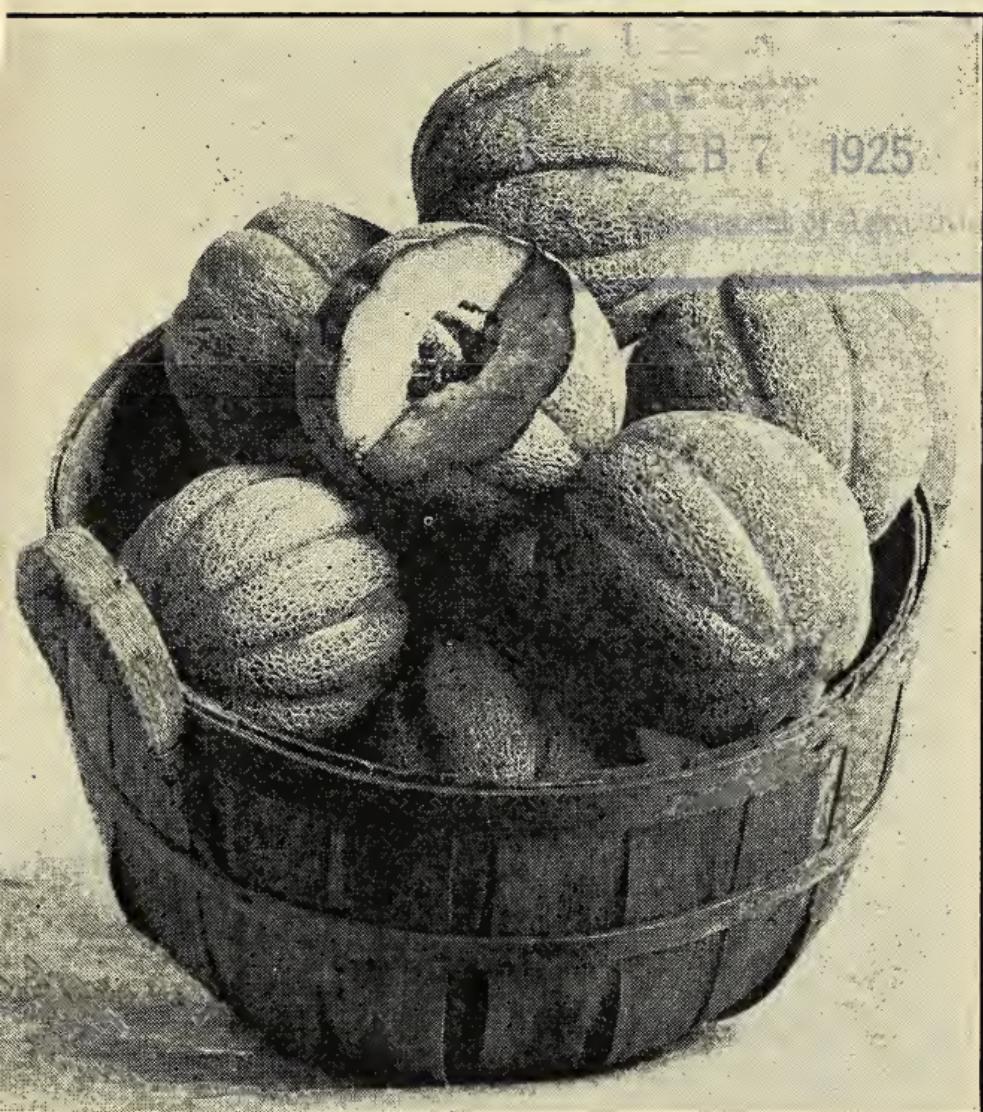
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1925

DESCRIPTION OF

THE GOLDEN CHAMPLAIN CANTALOUE



By the Originators

H. J. Walrath & Sons
R. D. 1, Conneaut, Ohio

THE above photograph of the Golden Champlain Cantaloupe was made in the season of 1924, the most unfavorable for growing melons we have ever seen. Observe the desirable features of their appearance—heavy netting, thin but tough rind, very thick flesh, and small seed cavity. The general outside color is gray, from the netting, underlaid with dark green. The flesh is a rich golden color, very tender, juicy and sweet, fine grained and free from stringiness, and uniformly delicious clear to the rind.

The Triumph of 1924

So much complaint has been made by all of us in regard to the weather we endured in the summer of 1924 that we hardly need to repeat any of it; we can only hope that we will never have another like it. And yet it has been a great demonstration to ourselves, and to probably thousands of other growers, of the really wonderful hardiness of the Golden Champlain melon; of its ability to survive the most trying conditions and ripen a full crop of fine quality, while other varieties were complete failures, and when even such a staple crop as corn did not ripen. With us, the spring was very late, cold, and rainy, delaying most of our planting until well into June. Then came a series of terrific windstorms and cloudbursts, which washed or drowned out parts of our fields and left the ground packed hard. July and August had long dry spells and were very cool, with exceptionally cold nights. September finished out the season by being very cool and rainy. This kind of weather, with some variations, was general in most parts of the U. S. and Canada, according to reports we have had from our customers, except on the Pacific Coast, where they report great drought and heat. Practically every grower we have heard from said that 1924 was the worst ever in weather conditions, and nearly all of them report that the Golden Champlain was the only melon that ripened a full crop.

AS SAFE AS CORN

Our point in this article is to show to what a great extent the Golden Champlain takes the risk out of melon growing. We are justified in believing that it is just as safe a crop as corn, which is the greatest reliance of American agriculture. In fact, the Champlain succeeds in climates where corn is too uncertain to warrant raising it; as far north as Winnipeg, Canada; in the high, cool New England states of Maine, New Hampshire and Vermont, and also as far south as Florida, Texas, and Southern California.

IN PROOF

Of our claims we are printing a number of letters from our customers in various parts of the country. Many of these came from men who were so well pleased with the Champlain that they ordered more seed during the Fall. Others are answers to inquiries we sent out to a few customers in widely separated districts, mainly large scale growers of long experience who are familiar with all varieties of melons and their good and bad points. 95 per cent of these replies were in praise of the Champlain; the others were so unfortunate as to lose all vine crops. We have never offered the slightest inducement to anyone to give us a favorable report, so we believe them all to be sincere and honest. If anyone has any doubt as to the genuineness of any of these reports, we will give the full name and address upon request. Our reason for not printing them in full is that most people, like ourselves, do not like to be annoyed by having their names placed on mailing lists by concerns that make a practice of getting names and addresses in any way they can.

EXPERIMENT STATION REPORTS

In addition to these reports from professional market growers are those from State or Government Experiment Stations:

"Very poor season, temperature far below normal throughout the summer and entirely too much rain. Golden Champlain again matured earlier than any others in test, and was of considerably larger size than last

year, at which time we had very dry weather."—(Prof. H. W. Schneck, Cornell University, N. Y. State College of Agr.)

"Although the season has been very cold and wet and very unfavorable to the development of good quality in melons, we secured some quite satisfactory specimens from your Golden Champlain. The particular feature that your melon showed in this unfavorable season was its marked earliness in comparison with the other sorts we were growing. We secured heavy pickings of this sort at the beginning of the season when only occasional specimens of other sorts were ripe. The flavor of the melon was also very good considering the unfavorableness of the season."—(Prof. J. W. Lloyd, Chief in Olericulture, University of Illinois.)

"Weather conditions here this season, as in other parts of Canada, were very adverse to the production of a good melon crop. As a result, we got meagre results from our plantation, which, when compared with the results obtained from the Golden Champlain, showed this melon up very favorably."—(Prof. T. S. Ritchie, Dominion Exp. Farms, Ottawa, Canada.)

SUCCESSFUL IN HOTHOUSE

"In the greenhouse the Golden Champlain did very well, producing the first melons of the commercial strains tested. The first melons were large, averaging from 3½ to 7 pounds; the quality was excellent, and its producing season in the greenhouse was longer than most others."—(Prof. Roy Magruder, Ohio State Experiment Station.)

You may rely with confidence upon the opinion of these scientific investigators, as it is their duty to make careful and impartial tests and reports. They have no object in making any exaggerated statements; on the contrary, it is their place to be perfectly neutral in their judgments, and their habit to be very conservative in their praise.

THE GREAT ADVANTAGES

Of the Golden Champlain are its unequaled **earliness**, which is admitted by all who have tried it; its remarkable **hardiness**, which makes it the sure crop melon; its delicious **flavor**, heavy **yield**, fine **appearance**, and good handling qualities.

EARLINESS

Gives you the best price for your melons; it gives you the advantage of good warm weather for their proper ripening, instead of the colder and uncertain weather of the later season. It lessens your risk from frost, plant diseases and insects; it lowers your expense of hoeing and cultivating because full growth is reached sooner. No other melon has ever come near the records of the Golden Champlain, which has in favorable seasons ripened its fruit in 57 days from the time of planting the seed in the open field. This earliness is due to its rapid germination and vigorous growth, early blossoming and setting, and rapid development after setting. It is only a short time after the melons reach full size until they are ripe.

QUALITY

The Golden Champlain is the only early melon with the high quality of the best later ones. Its flavor has won it the highest praise from all who have tried it. The best dealers, stores and hotels everywhere prefer the Champlain to any others because it has given the greatest satisfaction to their patrons. Its earliness puts it in the market first, and its high quality keeps it in the greatest demand throughout the season. The fact that it stands up so well in transporting and handling is another point in its favor among dealers, and it does not

crack open at the end, a fault which ruins so many good melons of some varieties.

PRODUCTIVENESS

We have in times past raised about all the standard varieties of melons, but have never found one which could equal the Champlain, year after year, in yield. The vines are naturally very vigorous, and are able to ripen a full setting of fruit of prime quality. Those set close to the center ripen first, then those farther out on the vines, giving a longer picking season than most kinds. We have had many experts in melon growing look over our fields of Champlain, and they have each expressed their astonishment at such a heavy crop.

There is no other melon which combines all the desirable points as does the Golden Champlain.

HISTORY OF THE GOLDEN CHAMPLAIN

In order to make it perfectly clear to everyone that this melon is not in the experimental stage, we wish to state that we originated this variety twelve years ago, and specialized in it several years before introducing it commercially. Representatives of one of the best known and most reliable seed houses in the U. S. came and inspected our fields, and after investigating the new melon in every possible way, reported it so favorably that the firm bought the sales right for a period of two years. As this was seven years ago, we have a perfect right to sell to anyone now.

THE NAME

of Golden Champlain was given to this melon because of the rich dark yellow color of its flesh, and from the fact that during the first years of our trials with it we sent some seed to a friend living on Lake Champlain, between northern New York and Vermont, where the high altitude and northern latitude form a poor climate for melons; in fact the residents there said they could not raise melons. The Golden Champlain ripened a fine crop there, and has since succeeded in much cooler places. Our melon is listed by some dealers under the name of Lake Champlain. We have also found that there are some concerns putting out seed under some form of the name Champlain which are by no means the genuine, and it has hurt the reputation of our melon to have this substitution made.

MORE PROFIT IN IMPROVED VARIETIES

There is a steady improvement in all lines of the food plants, effected by developing new and desirable features from the selection of the finest specimens each year for seed. The grower who makes the best profit is the one who is as quick to take advantage of an improvement in plant type as he is to use labor saving machinery. One trouble that we have in presenting our claims for the Golden Champlain is that, as some say, it sounds too good to be true. But we are able to show positively that what we say is true. Many growers are hurting themselves by clinging to some late variety of melon because they think it is so good, often losing part or all of their crop because of lateness. The Golden Champlain is as fine as any melon grown, and the earliest of all.

CANTALOUE DEMAND EXCEEDS SUPPLY

The fact that so many thousands of cars of cantaloupe are shipped from the far West and South into all other parts of the country, and that this imported stock is found in even the small towns throughout the season, proves what a great market there is for local melon growers. The local men are not able to raise enough cantaloupe or it would not pay the distant growers to ship

their product so far. The local melons, ripened on the vine, are always superior to the green-picked shipped melons, and will always get first sale in the market. The Golden Champlain is the greatest profit maker for the local men; it comes first on the market for the best prices, and is the surest crop of any variety. This is not a mere theory; it is borne out by the voluntary testimony of hundreds of experienced growers. No man who is in need of a profitable cash crop can afford to neglect the Champlain. But, the man who tries it only on a small scale is merely sacrificing the profit he might as well have this year. The Champlain has been grown with great profit by thousands of others, and it is very foolish to refuse the benefit of their experience.

PROFIT OR LOSS?

The successful farmers today are watching very carefully the costs of producing and marketing their crops, and finding which ones really pay. Suppose, for example, that it costs you an average of \$135.00 per acre to raise cantaloupe, which includes use of land, fertilizer, labor expense for plowing, fitting, planting, cultivating, hoeing, spraying or dusting and seed. This is merely a guess figure in this case, as your expense may be greater or less depending upon seasons and many other factors. Suppose you raise an equal acreage of the Golden Champlain and some late variety. We will figure the growing cost as the same, although we have already showed that it is cheaper to raise the earlier kind. Again suppose that you have another season like the last two, and the late kind fails to ripen any melons for market, while the Champlain sells melons for you at the rate of \$450.00 per acre. (We put this return low because we are assuming a poor season.) Now this case is the actual result reported to us by a great many growers; with one variety, a dead loss of \$135.00 per acre; with the Champlain, a net profit of \$315.00 per acre. The only advantage of the late melon was that the grower was not put to the trouble of picking and marketing its crop, but as most of us enjoy that part of the work better than that which precedes it, you would probably prefer the Champlain. We will also hope that we will not have any poor seasons again for a long time, but just consider how many good seasons it will take the late melon to overcome the dead loss of the one or two bad seasons.

\$1,000.00 PER ACRE

Many growers have reported sales from the Champlain at the rate of over a thousand dollars per acre, and we have bettered this figure ourselves more than once. Even in the best seasons, the Champlain is the greatest money maker; it can always be raised at the least expense and sold for the most money. In a very good season it often happens that all kinds of melons do well, and by the time the late varieties are ready for market, there are so many that the price slumps below the cost of production. The growers of the Champlain have by that time picked for probably four weeks, and have already made more than any of the late kinds can bring. But it has been our experience that the people who have been buying the Champlain like them so well that there is always a sale for them as long as they last, at prices well above the standard.

WOULD YOU

pay \$4.00 per acre for some new and wonderful fertilizer which would make your cantaloupe ripen from two to four weeks earlier than their usual time, and also give them a big yield, fine flavor and great hardiness? Of course you would; it would be the greatest investment you could make. No, we don't know of any such fer-

tilizer, but we are giving you that effect in our Golden Champlain seed, at a difference of about \$4.00 per pound over the old standard seed. Perhaps you have been planting from 2 to 3 pounds of seed per acre with a drill, in which case you are spending fully as much per acre for seed as you would by planting the Golden Champlain in our way.

OUR BOOKLET ON MELON CULTURE

tells how to make one pound of seed plant an acre and **get better results at lower labor expense** than with a drill. We have revised this treatise to include the results of trials we have been making during the last two years with nicotine dust for insect control. The methods advocated by the manufacturers have been effective, but very expensive. We have succeeded in devising methods of application which reduce the cost to a very low figure and are perfectly efficient. It is our belief that these new methods make it possible to eliminate the greatest source of risk in raising cantaloupe, and make it as safe a crop to raise as any farm crop can be. This booklet is free to every customer. We have raised melons commercially for 18 years without a failure, and this tells you how we have done it. We don't claim to know all there is to this business, but are always glad to get new ideas or better methods, which is probably the viewpoint of every good melon grower. To a beginner in the business, our book will direct each step, and enable him to succeed if he will follow directions. The experienced grower may have methods of his own which he may prefer to ours, but he will be glad to see whether anyone else has any suggestions he can use. We know that we have worked out some things in the saving of labor and fertilizer which are preferable to the systems some growers follow. Our system has received the hearty commendation of many practical growers, as well as of expert horticulturists at the experiment stations.

AT PRESENT PRICES

a man can plant an acre of our Champlain cantaloupe at about the same seed expense as an acre of wheat, and for very much less than an acre of potatoes, tomatoes, cabbage or other garden crops. The average return from a crop of Golden Champlain is many times as great as from these other crops. Its quick growth saves much labor expense; by using our methods it is cheaper to raise the Champlain than any of the garden crops and as sure as any.

THE PRICE

of our seed has been reduced another dollar per pound in our 1925 list, in spite of the fact that it cost us more to raise melons last year than ever before. We did this because we believe that it is to our own best interests, as well as to the whole country, to get our genuine, improved strain seed into the hands of more melon growers. We had therefore hoped to make a lower price, and devoted a larger acreage than usual to seed production.

PRICE LIST FOR 1925

One Pound -----	\$ 6.00
Two Pounds -----	11.00
Five Pounds -----	25.00
One-half Pound -----	3.50
One-fourth Pound -----	2.50
Packet (1½ oz.) -----	1.00

Terms, cash with order; we pay postage or express to your address.

From the standpoint of results, the Golden Champlain seed is the cheapest you can buy.

REMEMBER

that cantaloupe varieties mix very readily if planted anywhere near each other, as bees carry pollen from the blossoms for quite a distance. Also, experienced growers in the black soil districts find that they do not get as good results from seed they have saved themselves and planted back on the same soil. It is much better policy to insure having good pure seed by buying each year than to risk losing the advantages of the Champlain by planting seed raised under ordinary conditions. We run no risk of possible mixing; there are no other melon growers bordering on our 150 acre farm; moreover, we are constantly breeding up the quality of our seed by yearly selection of the finest specimens for our planting.

DO NOT DELAY YOUR ORDER

as seed stocks of all kinds are short this year, and the demand for the Golden Champlain starts out heavier than ever before. The men who make a good living raising cantaloupe for market realize that they can make no better investment than getting five or ten pounds of the genuine Golden Champlain seed from the originators.

REPORTS FROM GROWERS

Letter from Camp Isida, Sullivan Co., N. Y. (Summer resort.)

"Golden Champlain was recommended to our use last year by Prof. Schneck of Cornell University, and we naturally expected pretty fine things from the melon. The crop, however, far exceeded our expectations not alone as to quality which was superb, but also in extreme earliness and vigor of the plants. We set part in hot bed and others planted direct in field; we gained about three weeks over those planted in field while other varieties failed to ripen any at all from field planting. It is probably unnecessary to go to this trouble in a normal year. However, our demand for melons starts very early and we shall use the hotbed again for part of the crop.

Enclosed you will find check for our order for Golden Champlain seed. We feel indebted to the Market Growers Journal in which we first saw your ad. Very Truly Yours, Leon L. Allen, Supt."

WISCONSIN

"Have tried many kinds of early melons but so far the Golden Champlain have them all beaten. Quality good, vines vigorous and healthy. Melon crop was a failure here this year; the only ones I had were from the Champlain."—T. B. F., Eau Claire, Wisc.

INDIANA

"The Golden Champlain is the earliest melon I ever raised, and better in growth, quality and yield. They did all you said they would do in the worst season we ever had."—G. P. W., New Castle, Ind.

NEW JERSEY

"The Golden Champlain is two weeks earlier than any other I ever grew, and very vigorous. I planted my cantaloupe on the 24th of May, Golden Champlain, Knights, Fordhooks, Rockyfords. It was a cold wet spring and none of them grew much for a time, then it got warmer and we had a six weeks dry spell. I began picking the G. C. on the 3rd of August, Knights the 15th, Rockyfords the 1st of Sept., all planted the same day. I think the Golden Champlain the finest cantaloupe I have ever grown; had people come miles after them and they said they were the finest cantaloupe they had ever eaten. I shall plant a large patch next year."—H. D. F., Tuckahoe, N. J.

IOWA

"Regarding the Golden Champlain must say taking the

season into consideration they were wonderful. I had five varieties and Champlain were two to three weeks ahead of anything we had, including Tip Top. I cannot speak too highly for them in every way. They outgrew everything we had, the quality was good, yield wonderful, in a very poor and unusual season. I hope to plant more next season; trust you are well supplied with seed."—J. B., Ames, Iowa.

INDIANA

"The Golden Champlain was two weeks earlier than any other, quality good, yield good for such a year, which was the worst I ever saw. It was said I had the best crop in the county. Two of my neighbors had ten and seven acres of melons and neither of them got one ripe melon."—M. L., Plymouth, Ind.

CONNECTICUT

"The Golden Champlain is the best melon I have tried yet, I certainly was well pleased with it this year. Had melons in market two weeks before any other native melons around here. Two weeks earlier than Emerald Gem, quality is fine and yields well."—E. W. H. Bristol, Conn.

ILLINOIS

"The Golden Champlain is much earlier than any other. Season was so cold and wet did not get any ripe melons from any except your seed. Will want some more seed another year so send me your catalog."—C. W. H., Zion, Ill.

OHIO

"Ten days earlier and good quality in a very poor season; very cold spring and very dry during growing season."—A. E. P., Rocky River, Ohio.

"Please quote me price of Golden Champlain seed. I used 1½ pounds of your seed last season, and it did very well considering the unfavorable weather. Sold the first melons on Aug. 18th, which was 3 weeks earlier than others."—G. W. B., North Baltimore, Ohio.

NEW YORK

"Your Golden Champlain is the earliest melon I ever raised and a good yielder. I got more melons off ¾ acre of yours than from 1½ acres of the others, although it rained all last half of May and most of June we had to keep our overcoats handy."—P. H., Syracuse, N. Y.

VIRGINIA

"The weather was the worst I ever saw, weeds and grass got so rank while the ground was too wet to cultivate that it would clog up the cultivator, but although I was about three weeks late with my planting I began picking Golden Champlain on the 25th of July, and I had never had any ripe before July 21st even in a favorable year. I think they did very well considering the chance they got; they are the earliest I ever raised."—J. B. M., Virginia Beach, Va.

TENNESSEE

"The Golden Champlain is the earliest we know of and a good grower, although we had a very bad season. We have raised cantaloupe for market for over 25 years, and like the Champlain as well or better than any we ever had; the season was so wet they didn't get a fair trial."—T. N. K., Piney Flats, Tenn.

MASSACHUSETTS

"I am very much pleased with the Golden Champlain and am impressed with its hardiness and its very fine quality. We had a rain of 6 in. in 24 hours and this does not seem to have hurt the vines at all."—W. W., Hatchville, Mass.

"The Champlain is away ahead of anything in earliness, quality excellent and yield best of any. I am more than pleased with your melon considering the very unfavorable season, in fact the G. C. was the only melon I

got a crop from. I want to get some more seed from you for next year as I am convinced that it is the only melon to plant in this location."—D. McR., Bridgewater, Mass.

"Golden Champlain is much earlier than any other ever grown by us. This was my first experience with it and find it of very good flavor and keeping quality."—E. O. P., Duxbury, Mass.

LONG ISLAND, N. Y.

"Golden Champlain beats all others by two weeks; has them all stopped in vigorous growth. We grew seven varieties; taking everything into consideration, it was far superior to all others."—D. V. F., Port Setauket, L. I., N. Y.

It gives me great pleasure to advise you that your Champlain melon proved a good looker, a good eater, and a good yielder. It came in early and stayed late.

Although an extremely unfavorable season, mainly because of long continued cool nights in the early part of the season, it stood out in the patch like a house afire. We have been trying out melons from various sections of Europe, as well as the U. S. since 1906, and your Champlain stands out as a "high-hooker" as Long Islanders put it, and we wish you well.—Loyally, Hal B. Fullerton, Director of Agriculture, Long Island R. R. Experiment Station.

MARYLAND

"The Golden Champlain is the earliest we have had, and in regard to quality we have nothing better. It was four weeks earlier than the Pearl Pink Meat and Burrells Pink Meat."—J. J. T., Preston, Md.

MINNESOTA

Did not have any warm weather at all, but the Golden Champlain made a good strong growth and the vines set a good crop of melons; a good yielder and ten days earlier than other varieties."—F. B. S., Chatfield, Minn.

OREGON

"Your melon was ten days ahead of any other, and grew very well in a very hot dry season. The Golden Champlain is sure a money maker although I had to compete at the beginning of the season with California cold storage junk which was dumped in here because the hoof and mouth disease embargo prevented their shipping to most states."—C. E. L., Grants Pass, Ore.

WISCONSIN

"The Champlain is at least ten days ahead of any other, and hardier. If we hadn't had your melon this year we wouldn't have had any melons to market at all."—W. W., Milwaukee, Wisc.

NEW HAMPSHIRE

"I tried for 6 years to raise enough melons to eat, but never succeeded until last year, when I planted Golden Champlain. From 45 hills I got all I could eat, gave away a lot, and had some to sell. They were fine melons."—G. B., Suncook, N. H.

MICHIGAN

"The Golden Champlain is the earliest we have ever raised and the best grower; yield good and quality averages better than Osage. The season was the worst we ever had, below 40 several times in June, July and August."—W. F., Muskegon, Mich.

"The Golden Champlain is the earliest I know, and also excels in vigor and growth. Last summer it was the only melon that did anything worth while here."—L. C., Plymouth Mich.

"Biggest money maker I ever grew."—D. W., Pinckney, Mich.

PENNSYLVANIA

The Golden Champlain is earlier than all the rest, and also better in growth. It is the cantaloupe; it has stood the dry weather wonderfully, and in regard to flavor—none to equal it.—N. J. Rohrer, Pennsylvania, Lancaster Co.

NEW JERSEY

The Golden Champlain melon is three weeks ahead of them all, and the best I have ever grown in regard to strength of growth. I had as high as 12 and 15 lopes to the hill and the vines stood up well. I picked a long time off of them. I had another variety called the Fordhook, but the Champlain was a better cropper and three weeks earlier, and the vines of the Fordhook were all dead and gone two weeks sooner than the Champlain. The people here thought they were fine; they are sweet as sugar, and are all that you say for them. They are the best I have ever known, and I would not plant any other; I intend to plant a much larger field next year.—Very truly yours, C. P. Smith, New Jersey.

FLORIDA

I think the Golden Champlain is one of the very best varieties for local market, and I can ship them successfully for four or five hundred miles or more. I raise about 60 acres of cantaloupe here. We are troubled with rust and blight and need something that makes quick. Send my seed at once, as we are about ready to plant.—F. W. R., Oscala, Florida. Jan. 2, 1924.

NORTH DAKOTA

Feeling confident that you knew what you were talking about when you said the Golden Champlain was two weeks earlier, I decided not to plant any other kind, for which I was very thankful later. I have tried for many years to grow melons enough for my own use, but had never succeeded before. This year I had in $\frac{1}{8}$ acre (just 156 hills) of your Golden Champlain, and not only had all I could eat, but marketed 1000 of the finest melons you ever saw. I gave a melon party, the first ever held in Grand Forks County, and every one proclaimed the melons the finest ever. My neighbors had other varieties planted, but did not get any melons.—Yours very truly, C. I. Wyman, Northern North Dakota.

MAINE

Golden Champlain is the only melon that ripened for me, and is, I believe, one month earlier than others, for no other got anywhere here, only as large as a walnut. I consider Golden Champlain the earliest, most productive and best quality melon in existence. It was also superior to all other varieties in vigor and growth in a very poor season.—Very truly yours, F. R. Cole, Northern Maine.

CANADA

My Golden Champlain were three weeks ahead of all others, and all other varieties are raised around here. This was a very poor season, cold and dry and millions of beetles. Will send for more seed in the near future.—Henry Brouilette, Ontario, Canada.

"This season was very wet, cold and backward, there being very few good melons, the Golden Champlain being the best I saw the past season; they were earlier, and better than the average in quality and yield."—R. A., Highgate, Ontario, Canada.

H. J. WALRATH & SONS

Glen-Erie Fruit and Melon Farm

R. F. D. No. 1

CONNEAUT, OHIO